

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1 (Currently Amended). A post-session advertising method for use in a media having a background and a foreground, comprising the steps of:

- (a) displaying a first display to a user in a first platform in said foreground of said media;
- (b) ~~initiating~~ receiving a load triggering event while said first display is displayed in said first platform;
- (c) opening a ~~post-session~~ second platform while said first display is displayed in said first platform in response to receipt of said load triggering event in said background of said media where said first platform at least partially obscures said second platform;
- (d) ~~displaying a post-session display on~~ loading an advertisement in said post-session second platform while said first display is displayed in said first platform; and
- (e) maintaining said ~~post-session~~ second platform in said background until a view triggering event occurs, said view triggering event being an action taken by a viewer, and different from said load triggering event and, where said first and second platforms are both free from instructions capable of automatically, without user interaction, causing said second platform in said background of said media to replace said first platform in said foreground of said media, such that said first platform is at least partially obscured by said second platform, during a time interval beginning incrementally prior to said advertisement being completely loaded into said second platform and ending at a time incrementally after said first platform is caused to display a second display, different than said first display.

2 (Previously presented). The method of claim 1 wherein said steps of displaying a first display in a first platform and said step of opening a post-session platform further include the steps of displaying a first display in a first interactive media platform and opening a post-session interactive media platform, respectively.

3 (Currently amended). The method of claim 1, further comprising the step of timing the a duration from said view triggering event to said second platform being closed.

4 (Canceled).

5 (Currently amended). The method of claim 1, further comprising the step of timing the duration that said ~~post-session~~ second platform remains in the foreground.

6 (Currently amended). The method of claim 1, wherein said step of opening a ~~post-session~~ second platform in response to said load triggering event is forgone if a predetermined time period has not elapsed.

7 (Currently amended). A post-session advertising system for use in a media having a background and a foreground, said system comprising:

- (a) a first platform for displaying a first display in said foreground of said media;
- (b) a ~~post-session~~ second platform for displaying a ~~post-session display~~ an advertisement in said background of said media in response to a load triggering event;
- (c) a Web server for providing a link to said post session display in response to said load triggering event;
- (d) said ~~post-session~~ second platform coming to said foreground of said media in response to a viewer driven view triggering event so as to at least partially obscure

said first platform, said view triggering event being an action taken by a viewer, and different from said load triggering event and, where said first and second platforms are both free from instructions capable of automatically, without user interaction, causing said second platform in said background of said media to replace said first platform in said foreground of said media, such that said first platform is at least partially obscured by said second platform, during a time interval beginning incrementally prior to said advertisement being completely loaded into said second platform and ending at a time incrementally after said first platform is caused to display a second display, different than said first display.

8 (Original). The system of claim 7 wherein said media is selected from a group consisting of:

- (a) a communication device;
- (b) a computer;
- (c) personal digital assistant;
- (d) telephone;
- (e) television; and
- (f) radio.

9 (Currently amended). The system of claim 7 wherein said first ~~and post-session~~ display and said advertisement displays are each selected from a group consisting of:

- (a) a Web site;
- (b) a Web page;
- (c) interactive media;
- (d) video broadcast content; and
- (e) audio broadcast content.

10 (Currently amended). The system of claim 7 wherein said first ~~and post-session~~ display and said advertisement platforms are each selected from a group consisting of:

- (a) a Web browser;
- (b) a television channel;
- (c) a telephone line;
- (d) a radio station;
- (e) streaming media;
- (f) content delivery applications;
- (g) media viewing technology; and
- (h) interactive technology.

11 (Original). The system of claim 7 wherein said load triggering event is selected from a group consisting of:

- (a) clicking on an off-site link;
- (b) entering a new address;
- (c) load;
- (d) unload;
- (e) click;
- (f) resize;
- (g) submit;
- (h) focus;
- (i) blur;
- (j) move;
- (k) key press;
- (l) select;
- (m) change;
- (n) refresh;

- (o) open;
- (p) close;
- (q) redirect;
- (r) enter;
- (s) exit;
- (t) end of program;
- (u) beginning of program;
- (v) end of session;
- (w) change of service;
- (x) time; and
- (y) a combination of at least two of said load triggering events of (a)-(x).

12 (Currently amended). The system of claim 7 wherein said view triggering event is selected from a group consisting of:

- (a) closing said first platform;
- (b) selecting said ~~post-session-platform~~ advertisement;
- (c) clicking on an off-site link;
- (d) entering a new address;
- (e) load;
- (f) unload;
- (g) click;
- (h) resize;
- (i) submit;
- (j) focus;
- (k) blur;
- (l) move;
- (m) key press;
- (n) select;

- (o) change;
- (p) refresh;
- (q) open;
- (r) redirect;
- (s) enter;
- (t) exit;
- (u) end of program;
- (v) beginning of program;
- (w) end of session
- (x) change of service;
- (y) time; and
- (z) a combination of at least two of said load triggering events of (a)-(y).

13 (Original). The system of claim 7 wherein said view triggering event causes a focus timer process to initiate.

Claims 14-19 (Canceled).